

Baseball, Apple Pie, and Rebuild Iowa

Fairgoers at the 1997 Iowa State Fair went home with fond memories of apple pies, cotton candy, and Ferris wheels. They also took home the message that, through Rebuild Iowa, each individual has the power to build a better community.

Bicycle riders learned the same lesson as they participated with "Team Rebuild" in the Des Moines Register's Annual Great Bicycle Ride Across Iowa (RAGBRAI). So did the mayors and city managers from the six communities that hosted RAGBRAI riders each evening.

Through these neighborly activities, Rebuild Iowa has become the "home team" in communities throughout the state.

HITTING HOMERUNS

Rebuild Iowa is on a winning streak. To date, the partnership has enrolled 231 partners and nearly 905 buildings. Its communities have identified or implemented more than \$6.2 million in energy efficiency improvements, thereby saving taxpayers nearly \$592,705 annually. In addition, Rebuild Iowa's efforts have avoided the emission of more than 11,708 tons of greenhouse gases and 28 tons of particulates.

BUILDING THE TEAM

The Rebuild Iowa partnership establishes community programs by finding a local representative with strong community ties and access to local decision-makers. The local coordinator then secures resource commitments and launches

marketing campaigns to build support for Rebuild America within the community.

The first five communities (Des Moines, Webster City, Hancock County, Sioux Center, and Wapello County) joined the Rebuild Iowa team in 1996, and 2 more team members (Cedar Falls/Waverly and Waterloo) were added last year. Rebuild Iowa has helped each of these communities identify the best way to structure and implement its Rebuild America partnership strategy.



A ROOKIE SCORES BIG

One of the first five partners, Rebuild Webster City, scored an early success. Webster City demonstrated entrepreneurial flair when it used about \$50,000 in grant, loans, and in-kind funding to generate energy savings estimated at \$5,000,000 total over a 10-year period.

In addition, the Rebuild Webster City coordinator arranged a full spectrum financing package for local participants. For loans under \$2,000, the municipal utility agreed to provide on-the-bill financing, and for loans above that amount, local banks offered low-interest loans. By early 1998, 20 buildings had been retrofitted, including several schools, municipal buildings, private businesses and churches.

As Rebuild Webster City Program Manager Kelly Needles said, "nearly every business and resident in this community supports the Rebuild America

Partnership Facts:

TARGETED BUILDINGS:

Public, commercial, industrial, and multifamily buildings

SQUARE FOOTAGE:

72 million square feet

ESTIMATED ENERGY SAVINGS:

38%

ESTIMATED COST SAVINGS:

\$16.5 million annually

JOB CREATION:

16,601 jobs (thru 2001)

NEW & NOTABLE INNOVATIONS:

Loan & financing packages, reuse of closed college for new arts center, K-12 school student involvement, and exhibits at state and local civic events

COMPLETION DATE:

On-going

TO LEARN MORE ABOUT THE IOWA REBUILD AMERICA PARTNERSHIP:

Ms. Kimberly Baxter

Unit Leader

**Iowa Department of Natural Resources
Energy Bureau**

Wallace State Office Building

900 East Grand Street

Des Moines, IA 50319

Work Phone: 515-281-6486

Fax Phone: 515-281-6794

E-mail: kbaxter@max.state.ia.us

effort. The entire state should be proud of what Webster City has achieved, and hopefully other communities will follow its example."

AN EXPANSION TEAM TAKES OFF

After joining Rebuild Iowa last year, Rebuild Cedar Falls has built strong fan support in the community.

The Cedar Falls program recently hosted a luncheon for several local bankers to discuss the formation of a low-interest loan program for residential and commercial energy efficiency projects. Following the meeting, participating lenders agreed to offer program applicants the same interest rates, generally within half a point of the prime rate, although the rate will vary between secured and unsecured loans.

Now that Rebuild Cedar Falls has its financing program in place, both building owners and lenders are cheering them on.

AGGRESSIVELY RECRUITING NEW MEMBERS

In the summer of 1998, Rebuild Iowa blanketed the state with a Request for Proposal (RFP) for new Rebuild America communities. More than 2,500 RFPs were sent out to cities and counties and from the applicants, the state selected three new team members: the cities of LeMars, Harlan, and Pella.

ABANDONED COLLEGE GETS CHANCE AT BAT

The City of LeMars will focus on retrofitting 18 buildings on the campus of the recently-closed Westmar College. The city plans to reuse some of the buildings for residential housing and a community arts center. City officials expect that the upgrades and renovations will make the now vacant buildings once again useful to the community.

KIDS GET INTO THE SWING OF IT

Similarly, the City of Pella will use Rebuild America activities to revitalize the local economy, which currently derives most of its income from its annual "Tulip Time" event. The partnership also will enlist the help of public school students. Elementary students will form "Energy Patrols" to look for potential energy savings, and high school students will help the partnership develop its marketing campaign.

Together, these Rebuild America communities will continue to provide excellent showcases for Rebuild Iowa's energy efficiency program.



**Buildings for
the 21st Century**

**OFFICE OF BUILDING TECHNOLOGY, STATE AND COMMUNITY PROGRAMS
ENERGY EFFICIENCY AND RENEWABLE ENERGY • U.S. DEPARTMENT OF ENERGY**

